



Teraulay Campus: 1969-1975



Keele Campus, formerly Adult Training Centre.

The 'Lloyd' Years: Getting It Together

by Barbara Ferrett, Director of Student Services

At its inception on March 1, 1968, the College was housed in three buildings — 21 Nassau, 37 Dartnell and 175 Kendal; students numbered 2000, staff 300.

In 1978 over 8000 students and 1300 staff are accommodated at St. James, an historical building with a modern interior; Casa Loma, a much praised integration of architecture and training facilities; and much improved premises at College and Kensington.

What happened in the intervening ten years? Primarily the presidency of Clifford Cooper Lloyd.

At his best in a crisis, Cliff coped with the mergers of the Adult Education Centres and the Hospital Schools of Diploma Nursing; he pulled the College through the worst budget-cut to hit any college in Ontario in the history of the system; despite the capital-spending freeze, he built Casa Loma and St. James; and he found time to encourage exciting new programs and to support daring ventures.

"If you're right 50 per cent of the time, you're doing pretty well" has been one of Cliff's watchwords. The legacy he hands his successor proves that Cliff's batting average has been somewhat better than 50 per cent.



BEFORE AND AFTER: Casa Loma Campus.



St. James Campus (below): classes opened fall, 1975.



Kensington Campus now, formerly the Provincial Institute of Trades.





In some ways the original Toronto Crystal Palaces of 1858 and 1879 were easier to build than the model the College is creating for this year's Centennial CNE.

It took only 90 days to build the first Crystal Palace for the provincial agricultural fair of 1858. It took another 90 days to rebuild it and enlarge it, on the present site of the Horticultural Building, for the great industrial exhibition of 1879. Glass and iron modules were imported from England from the same manufacturer that supplied the Great London Crystal Palace of 1851. The prefab method of construction was so far ahead of its time that it was viewed with contempt by conservative elements of the construction industry. In fact, the method was soon abandoned because it was considered a threat to the livelihood of local tradesmen.

In contrast, it has taken model co-ordinator Erik Simundson and his assistant Glenn Norman, a second-year Civil Engineering student, 14 months to research and build a representative model of the 1879 palace. The model measures 9½ ft. x 4½ ft. x 5 ft.

Model-building can be very complex and time-consuming, especially when attention is paid to detail, says Erik.

The Crystal Palace, in particular, has been difficult because the building is unusual in detail and style. Stock modelling materials haven't been available. So Erik and Glenn have had to experiment with and develop their own materials and methods. To complicate matters, there were no building plans or specifications from which to work. And the model's large size has meant that sophisticated building techniques had to be used to overcome structural stress.

The greatest hurdle has been the roof. Originally, sheet styrene over a metal frame was chosen. But the styrene melted when it was heated for molding. A sheet metal roof was then considered, but was ruled out because of the size and complexity of the job. Erik and Glenn discovered by accident, when they were making decorative corrugations for the outside walls, that acrylic reacted well to heat forming. So they finally settled on molded acrylic sheets. The roof will be painted green to simulate the original tin roof. Most of the rest of the palace is white.

One interesting aspect of the original design is that French fleur de lis ornaments were used in conjunction with English lions' heads. Bi-culturalism was evidently a concern even in those early days. Erik has hand-engraved the 50 fleur-de-lis, which are about the size of dimes. The lions' heads were taken from

toy lions from shops as far away as St. Catharines.

Erik did much of the original research for the model. Glenn worked on the bulk of the detail drawings from old photographs. He also built much of the interior structure and the main sets of window panels.

Neither men has any formal modelling experience. But both are history buffs and hobbyists in military miniatures.

"We could have spent a year on the figures alone," says Erik. It normally takes about 40 hours to handpaint a miniature. And there will be 20 or so, including a horse and carriage, standing on the palace lawns and balconies, to give the model perspective.

Staff and students from several College departments have also worked on the project.

The Drafting Department helped with sketches and drawings. Carpentry students built the base. Drywall, machine shop, plastics and sheet metal classes worked on the



Project Co-ordinator Erik Simundson works on model.



Student assistant Glenn Norman handpaints figures.



GRAPHIC DESIGN: Lots of action in this department recently. Bob MacGill won the best community college entry for his "Greek Vase" (above left) in the Royal Ontario Museum "Art Students' Finest Work" competition in March. Paul Campbell was runner-up, with his stylized antlers (above right).

Two art shows were held at St. James Campus in May/June, one for graphic Design students and one for Commercial Art Students.

Graduate Marcee Ruby (1976), now Art Director at McLaughlin Mohr Massey, was recently winner of a Claude Neen outdoor

frame and decorative finishes. The Graphic Arts Division produced miniature flags, and designed and printed the information handbook for the CNE. The Fashion Division provided source material on period costumes for the figures, and will make the draping for the base. Individual staff members contributed time and expertise in obtaining hard-to-find decorative pieces, overcoming structural problems and making prints of original water colors of the palace.

Of the many staff and students who pitched in to help, Erik and Glenn give special credit to Marco Pazmino. The second-year Toolmaking student spent long hours with instructor Jim Crandles creating a sophisticated die for the diamond-shaped lozenges decorating the building's exterior. He and Mr. Crandles also made the corrugation die for the tin siding. Erik estimates it would have cost \$10,000 to \$15,000 to have the dies made in industry.

The model palace has been built in four modules for ease of transportation. It will be on display as part of the CNE's Centennial exhibit on the ground floor of the Press Building, from August 16 to September 4.

As well as paying tribute to the CNE, the model will demonstrate the many skills and talents represented at George Brown College. Student Services wishes to thank everyone who has contributed to the project.

people

New Staff and Changes

Industrial Training: Misha Dub-beld and Maureen Lippert, training consultants, College Campus. **Graphic Arts:** John Field, instructor. **Bindery Department:** St. James. **Information Systems:** Margaret Yates, input-output data clerk, Casa Loma. **President's Office:** Richard Myron, Director of Research, MacPherson. **Admissions:** Marilyn Gill, clerk, St. James. **Food Technology:** Joan Nevills, secretary, Kensington. **Library:** Barbara Hepburn and Thomas Ready, library technicians, St. James. **Electro-Mechanical:** Graham Billard, Millwright instructor; Gordon Glen, Plate and Structural Fitter instructor; Raymond Slaney, Ironworker instructor, Casa Loma. **Nursing:** Valerie Barnett, secretary, St. James Campus. **Plant and Planning:** David Copsey, College Engineer (previously working for the College as a consultant). **English and Liberal Studies:** Helen Dewey, secretary; Christine Coniglio, instructor, St. James Campus. **Fashion Technology:** Sarah Weber, Ceramics technician, Casa Loma. **Staff Development:** Mary Waenink, secretary, MacPherson.

Departures

Information Systems: keypunch operator Mrs. Chan Wan Koo has left the College to move to Alberta with her husband. **Food Technology:** George Bourbeau, a teaching master of food preparation, left the College since 1966, left last month to devote full time to his catering business in the province's resort areas. A staff farewell party was held in the dining room at Kensington.

Congratulations

Industrial Training: Judy Payne has been appointed assistant to OCAP Co-ordinator William Tully at College Campus (previously on casual staff in Payroll at MacPherson). **Research:** Brenda Novakowski has been appointed secretary to Director of Research Richard Myron at MacPherson (previously with Food Technology, Kensington). **ACAATO:** Elizabeth Bevan, secretary, 146 Kendal Avenue (previously with English and Liberal Studies at St. James).

Happenings

Congratulations: to newly-weds Beverly Burke, Electro-Mechanical, St. James, now Mrs. Rice; Pat Goldwin, Student Services, MacPherson, now Mrs. Pollari; Ilija Ivanovski, Maintenance, St. James; Kay Beaudry, Academic Upgrading, Casa Loma, now Mrs. Oxford; and to Tony Hassel (Audio Visual, College St.) and his wife Carol on the birth of their son Michael in May, and Wayne Weaver (Audio Visual, College St.) and his wife Pamela on the birth of their daughter Karen in April.

Pat Slanojevich, formerly with the Nursing Division and currently a special projects officer in Staff Development, was appointed to the Provincial Educator Committee of the Registered Nurses Association of Ontario, for a two-year term, in April. Mrs. Slanojevich also sits on the Financial Committee of the College of Nurses.

Retirements

Recent months saw the retirement of two long-time staff members: Dr. Bela Mery, Manager Property Services and an employee of the College since 1962, and Fred Plumer, teaching master and Maitre d' of the College dining room at Kensington since 1967.

Friends and colleagues said goodbye to Dr. Mery at an after-work reception, April 19, in the staff lounge at Casa Loma Campus. Gifts included a painting, radio, books, and flowers for Mrs. Mery. Dr. Mery retires to his home near Orangeville.

Mrs. and Mr. Plumer were honored at a gourmet dinner, prepared and served by students of the Food Technology Division, in the Kensington gym, May 25. Mr. and Mrs. Plumer received a round-trip ticket to their native Austria, a travelling alarm, and flowers. They plan to visit their daughter in Austria in the coming months.

Jim Bedford

College staff were sorry to learn of the sudden death, June 3, of Jim Bedford, just one week after he had retired from his position as clerk with the Kensington and St. James Health Centres.

Awards



BUSINESS AND COMMERCE: Graduating Marketing students won the General Electric trophy for the best industrial advertising recommendation in a recent competition sponsored by the Business Professional Advertising Association. Three other local community colleges competed. Shown with the cup left to right are: Patricia Daymond, Cliff Lloyd, Wayne Pains, Robert Munshaw, Chris Morandini, Ruth Watkins.

George Brown Marketing students also placed first in a recent competition sponsored by the Sales and Marketing Executives of Toronto. Other competitors were: Durham, Seneca, Sheridan and Humber Colleges. The prize was \$200 and a trophy, for Zeev Landenberg and Harry Winkels.

A team consisting of Patricia Daymond, Chris Morandini, Robert Munshaw, Wayne Pains and Ruth Watkins placed second in an American Marketing Association competition this spring.

advertising poster contest. She shares a prize of \$1,000 tax-free and two trips to Jamaica with Vice-President of the agency Gary Culum. A full-page ad of the poster will appear in Marketing magazine.

At the time Mosaic went to press, it had just been announced that two George Brown first-year design students David Strams and Kathy Stevenson have won first and second place in the Metropolitan Toronto logo contest, sponsored by the 25th Anniversary Committee of Metropolitan Toronto. Look for more details in the fall Mosaic.

The First Ten Years

The following articles on the Fashion Technology and Food Technology Divisions are the third in a series on the development of the divisions since the formation of George Brown College in 1968. Each issue of the Mosaic this year will feature one or two divisions.

The Fashion Technology Division didn't officially come into being until 1973, but its roots go much further back in College history.

Jewellery Arts, Watchmaking, Barbering, Hairdressing and Furniture Repair date back to the Provincial Institute of Trades. When the Adult Training Centres merged with newly-formed George Brown College in 1969, their programs in Power Sewing, Apparel Pattern Drafting and Dressmaking became part of the Special Techniques Department at College Campus under Harry Green.

In 1968, a Manpower program in Men's Tailoring was started and terminated the same year. In 1969, Sid Schipper was hired to establish and teach a program in Fur Manufacturing Techniques.

The following year Mr. Schipper was appointed co-ordinator of the four remaining fashion programs.

The academic year 1971/72 saw the beginning of a shift in emphasis away from Manpower / apprenticeship programs towards development of post-secondary programs. A three-year program in Creative Fashion Design was initiated. The following year, a two-year program in Furniture Production and Design was opened.

Mr. Schipper was appointed Assistant Chairman of the Special Techniques Department, then Dean of the Fashion Technology Division, in

1973. The new division incorporated all the previous fashion programs, plus Jewellery Arts, the furniture programs, Barbering and Hairdressing.

This was the beginning of Mr. Schipper's "Total Look" concept for the division, where all aspects of the fashion and related industries would be coordinated.

In 1974, a three-year program in Apparel Management was started. In 1975, a post-graduate year in Jewellery Repair was added to the three-year Jewellery Arts program. In 1976, the three-year Watchmaking program was transferred to Fashion Technology.

Industry involvement has always been a top priority in the Fashion Division. Mr. Schipper and his chairmen have participated in and still sit on several industry advisory committees. These include the board of Fashion Canada, a federal/provincial agency promoting the Canadian fashion industry, and the education committee of the American Apparel Manufacturers' Association. Jewellery Arts Co-ordinator Christel Klocke is a director of the Canadian Jewellers' Institute. Chairman of Apparel and Grooming Peter Felder sits on the board of the Needle Trade Management Association.

Staff and students also participate widely in seminars, trade shows, conventions and special events. Last month, for example, Mr. Schipper, Mr.

Felder and Teaching Master Gerry Fennell were part of a panel on Work Place Engineering, at the American Institute of Industrial Engineers' Annual Conference in Toronto.

The division is currently participating in a national program promoting greater productivity in the apparel industry. Others involved in the project include the Ontario Research Foundation, the University of Toronto, the Apparel Management Association of Ontario, the Needle Trade Management Association and the federal Ministry of Industry, Trade and Commerce.

"Our role will be to carry out some of the applications of work being done by the Ontario Research Foundation," says Mr. Schipper. "For example, we may be training students in computerized pattern grading. This involves entering a base pattern into a computer and having all the combinations and permutations of size and style produced automatically."

As for the design side of the industry, "there are only 75 true design jobs in Canada," says Mr. Schipper. "These are very visible and very glamorous, which accounts, in part, for the popularity of our design program. We explain the situation to students when they are interviewed," he says, "but we also point out that there are many alternative design-related jobs in the industry such as pattern grading, sample making and retailing."

The division also gives design and apparel management students a common first semester to acquaint them with both sides of the business. Some 15 per cent switch from the design to the production program, and 4 per cent the other way, says Mr. Schipper.

"Students who do well in the fashion industry," he says, "are usually people-oriented. You have to have concern for the public's needs and wants, to have a feeling for what will sell."

The division is very proud of its graduates. Some of the outstanding ones include Monique Gnehm, Creative Fashion Design (1974), who is currently working with New York designer Bill Blass, Mickie Murray, Apparel Management (1976), is now assistant manager of the Dress Shirt Division of Arrow Shirts. Joyce Leonard, Apparel Management (1976), is in charge of manufacturing operations at Riviera Slacks, and is an officer of the Needle Trade Management Association. Apparel Management graduate James Tang is plant manager of the National Knitting Division of Dylex Corporation in Toronto.

The fashion industry is the largest employer in Canada's manufacturing sector, says Mr. Schipper. And it's expected to undergo rapid expansion in years to come.

He sees a trend in his division towards development of a better mix between on-the-job training and institutional training.

The Apparel Management program already has an established co-op program, where students spend 10 weeks a year working in industry. The



Sid Schipper

furniture and fur programs have shorter co-op periods. But Mr. Schipper says he hopes to expand the system to all programs.

A pilot program is in the works for Watchmaking, he says, which will combine both post-secondary and apprenticeship training. Semesters one and three will consist of regular, in-school instruction, while semesters two and four will be spent as apprentices and in the field. The Canadian Jewellers' Association has agreed to sponsor and place students in their apprenticeship terms if the program is approved.

Other new programs under consideration include Sewing Machine Repair Mechanic, Gem Setting, Tailoring and Commercial Ceramics.

"A major thrust in the division," says Mr. Schipper, "will be to help promote greater productivity in the industry by training students in the latest technological, supervisory and management techniques."

Closer ties with industry, the way of the future: deans

The Food Technology Division got its start in 1962 as a new department of the Provincial Institute of Trades.

It opened with two classes of apprentice cooks and bakers and three instructors. Supplying and staffing the cafeteria at 21 Nassau Street was part of the training program. Clive Adamson was appointed head of both the academic program and the food service operation. Cliff Lloyd and Maurice Prior (then a chef with the Toronto Granite Club) sat on the original advisory committee.

In 1965 the department acquired a Manpower program in Dining Room Service from the Toronto Board of Education. Two years later it also took on the Board's Meatcutting program.

In 1968, the first two-year, post-secondary programs were established in Dietary Services Administration and Food Administration. And Mr. Adamson became chairman of the Food Technology Division of George Brown College. The Dietary Services program was dropped in 1970 because it wasn't viable. "Institutions wouldn't pay adequate salaries for graduates," says Mr. Adamson.

Later post-secondary programs included a two-year program in Hotel/Motel Administration, started in 1969, and a three-year program in Food Processing, started in 1970. Residential Property Management was added in

1975 and was later transferred to the Business and Commerce Division. In 1977, a two-year program in Culinary Management was established.

Food Processing was dropped in 1974. "There was a need for graduates in the industry," says Mr. Adamson, "but we had difficulty recruiting students. A later study indicated on-the-job training was more appropriate for this industry."

Manpower additions over the years included Food Preparation and Cook Training (1969), Baking (1972), Bartending (1973) and Front Office (1974).

"We have the largest activity in hospitality training of any institution in the province," says Mr. Adamson, "the second largest in Canada."

In 1963 when we first started, basic apprentices earned \$15 to \$18 a week. Now graduates of the basic cook training program earn \$140 to \$160 a week."

The division has always tried to upgrade the industry by promoting better salaries. "As demand for our graduates grew, we wouldn't refer them to the lower-paying jobs," says Mr. Adamson. "We had the first co-ordinated placement service in the College."

One of the division's greatest strengths has been its staff. Notables include Maurice Prior, who has just been voted Chef of the Year by the Escoffier Club; Willy Brand,



Clive Adamson

formerly Chef at the Ascot Inn in Toronto; and Fred Plumer, formerly Maitre d' of the Franz Joseph Room at the Walker House. (Mr. Plumer retires this summer).

Their graduates also form an impressive group. Several are chefs at leading Canadian hotels including the Montreal and Toronto Constellation Hotels and the Vancouver Hyatt Airport. At least 10 are now teaching in secondary schools.

Another notable characteristic of the division is that it has never shied away from involvement in special projects. Catering assignments have included everything from small staff retirement parties to the College Inauguration Ball at Casa Loma in 1969, which had more than 500 guests. In 1974 a fund-raising dinner and dance was catered at the St. Lawrence Market for the

Women's Committee of the National Ballet. Two weeks later the party was repeated for College staff, with more than 700 people turning out. Food demonstrations at local functions and fairs across the province have been another frequent activity. They've been an annual event at the CNE since 1963, when they were held in the Ontario Government Building. From 1967 to 1969 the division actually ran a restaurant in the Ontario Government Building. Doug McLaren's staff and students in the Architectural Division built the facility.

Food demonstrations have also been a highlight of the George Brown Pavilion in the Press Building at the CNE since it opened in 1969.

The year Ontario Place opened, the division undertook the operation of two restaurants, one on Pod 1 and the other in one of the marinas. "We even catered the opening of Humber College's Lakeshore Campus," says Mr. Adamson.

The division is also very active in research and development. Its Hospitality Training Resource Project is one of the largest TIP projects in the province. It has entailed the design and production of a series of individual learning programs, in print and on microfiche, for use in the hospitality industry. Completion is scheduled for this December.

With the help of the College

Research Department, the division is currently examining, with the food processing industry and the federal Ministry of Industry, Trade and Commerce, the feasibility of developing a productivity centre for the industry.

Three additional research projects are in the works. Two are being done at the request of the National Advisory Committee for the food, beverage and accommodation industry. A third College-initiated study will look at the feasibility of starting a day-release program in Dining Room Service for the Maitre D's Association.

"Less than 10 per cent of employees in the hospitality industry now receive any kind of formal training. There's a great need for skill training and management development," says Mr. Adamson.

Within five years he sees 50 per cent of the division's activities related to industrial training of one form or another. One of these may be the development of a whole new series of short training programs.

"The hospitality industry is the second largest employer in Ontario," says Mr. Adamson. "Within five years it's expected to be the largest."

He sees the division developing as more of a human and physical resource centre for the industry, with much more flexibility in the types of programs offered than has been in the past.

. . . And Saying "Goodbye" . . .



TOP: Friends from inside and outside the College honor the Lloyds at dinner/dance, Board of Trade Country Club, Woodbridge.



RIGHT: Mrs. Lloyd gets ready to try on her new windbreaker, Athletics Award Banquet.

BELOW: Left to right: Casa Loma Student Council President Alan Stewart, Mrs. Lloyd, Mr. Lloyd, Council Social Convenor Patty Williams, Council Vice-President Bruce McCallum.



Old friends say goodbye. Left to right: Alan Quail, Howie Pritchard, Bill Winchuk, Cliff Lloyd, Bob Butcher, Bob Nicholson, Bernard Andrews, George Danac.

Retiring President Cliff Lloyd has had many opportunities in the past months to say goodbye to old friends and colleagues.

OPSEU Local 556 began a round of farewell parties with a wine and cheese reception for the Lloyds, in the Kensington gym, March 30. Mr. Lloyd was presented with a pair of binoculars.

He and Mrs. Lloyd were then honored by staff and students at the Athletic Awards Banquet, at Kensington Campus, April 13, where they were presented with matching windbreakers bearing the GBC crest.

Students gave Mrs. Lloyd flowers and Mr. Lloyd a leather wallet at their spring formal, April 1.

Friends from both inside and outside the College gathered at the Board of Trade Country Club in Woodbridge, May 12, for a dinner and dance. Mr. and Mrs. Lloyd were presented with an organ and several other gifts from various College divisions and from City Council.

The Academic Council held a luncheon, May 17, in the Kensington dining room, at which Mr. Lloyd was given a lens for his camera.

And last but not least, the Committee of Presidents held a dinner for Mr. Lloyd at the Sutton Place, June 4, at which he was given a cheque towards a painting.

Staff and students of the College join in extending to Mr. and Mrs. Lloyd their very best wishes for the future.



Cliff Lloyd portrait, 1975.



Mr. and Mrs. Lloyd admire binoculars, a gift from OPSEU members.